IN THE CLAIMS

This listing of claims will replace all prior versions, and listings, of claims in the application. An identifier indicating the status of each claim is provided.

Listing of Claims

1. (Currently Amended) A method of generating a web site, comprising the steps of:

receiving a first data entry including selection of an industry type;

~~generating and~~ presenting one or more questions based at least in part on the selected industry type;

receiving a second data entry in response to the one or more questions;

determining one or more characteristics for each of one or more web site dimensions in accordance with the first and second data entries;

generating a description, including a structure, of the web site based upon the one or more determined characteristics for each of the one or more web site dimensions;

retrieving web site data including pre-created industry content from an external data source in accordance with the generated description of the web site;

generating one or more pages of the web site based upon the description of the web site and the retrieved web site data;

remotely executing an application that may or may not retrieve web site data such that whether content is retrieved is a function of the remotely executed application;

~~previewing the one or more pages of the web site exactly as they would appear on a client terminal;~~ and

presenting the generated web site.

2. (Original) The method as claimed in claim 1, wherein the external data source is a web site.

3. (Previously Presented) The method as claimed in claim 1, wherein the description defines a format of the pre-created industry content.

4. (Previously Presented) The method as claimed in claim 3, wherein the format of the pre-created industry content includes a look and feel of the pre-created industry content.

5. (Previously Presented) The method as claimed in claim 3, wherein the format of the pre-created industry content defined by the generated description is different from a format of the pre-created industry content as retrieved from the external data source.

6. (Previously Presented) The method as claimed in claim 3, wherein the format of the pre-created industry content matches a format of the web site.

7. (Original) The method as claimed in claim 6, wherein the format of the web site is defined by at least one of the characteristics of at least one of the web site dimensions.

8. (Original) The method as claimed in claim 1, further comprising the step of storing the description of the web site.

9. (Original) The method as claimed in claim 1, wherein the data entry includes one or more user preferences.

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10. (Original) The method as claimed in claim 1, wherein the data entry includes one or more user profiles.

11. (Original) The method as claimed in claim 1, wherein the data entry includes one or more navigation histories.

12. (Currently Amended) A method of generating a web site, comprising the steps of:

      receiving a first data entry, at least a portion of the first data entry designating an external data source of dynamic content data;

      ~~generating and~~ presenting one or more questions based at least in part on the first data entry;

      receiving a second data entry in response to the one or more questions;

      determining one or more characteristics for each of one or more web site dimensions in accordance with the data entries;

      defining at least one of the characteristics of at least one of the web site dimensions based upon the designated external data source;

      generating a description, including a structure, of the web site based upon the one or more determined characteristics for each of the one or more web site dimensions, the description including a description of the designated external data source;

      retrieving web site data, including pre-created industry content from the designated external data source, in accordance with the generated description of the web site;

      generating one or more pages of the web site based upon the description of the web site and the retrieved web site data;

remotely executing an application that may or may not retrieve web site data such that

whether content is retrieved is a function of the remotely executed application;

~~previewing the one or more pages of the web site exactly as they would appear on a client~~

~~terminal;~~ and

presenting the generated web site.

13. (Currently Amended) A system for generating a web site, comprising:

an input for receiving a first data entry; and

a multi-purpose computing device adapted to perform the steps of:

~~generating and~~ presenting one or more questions;

receiving a second data entry in response to the one or more questions;

determining one or more characteristics for each of one or more web site

dimensions in accordance with the data entries;

generating a description of the web site based upon the one or more determined

characteristics for each of the one or more web site dimensions;

retrieving web site data including pre-created industry content from an external

data source in accordance with the generated description of the web site;

generating one or more pages of the web site based upon the description of the

web site and the retrieved web site data;

remotely executing an application that may or may not retrieve web site data such

that whether content is retrieved is a function of the remotely executed application;

~~previewing the one or more pages of the web site exactly as they would appear on~~

~~a client terminal;~~ and

presenting the generated web site.

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14. (Original) The system as claimed in claim 13, wherein the external data source is a web site.

15. (Previously Presented) The system as claimed in claim 13, wherein the description defines a format of the pre-created industry content.

16. (Previously Presented) The system as claimed in claim 15, wherein the format of the pre-created industry content includes a look and feel of the pre-created industry content.

17. (Previously Presented) The system as claimed in claim 15, wherein the format of the pre-created industry content defined by the generated description is different from a format of the pre-created industry content as retrieved from the external data source.

18. (Previously Presented) The system as claimed in claim 15, wherein the format of the pre-created industry content matches a format of the web site.

19. (Original) The system as claimed in claim 18, wherein the format of the web site is defined by at least one of the characteristics of at least one of the web site dimensions.

20. (Original) The system as claimed in claim 13, wherein the multi-purpose computing device is adapted to further perform the step of storing the description of the web site.

21. (Original) The system as claimed in claim 13, wherein the data entry includes one or more user preferences.

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22. (Original) The system as claimed in claim 13, wherein the data entry includes one or more user profiles.

23. (Original) The system as claimed in claim 13, wherein the data entry includes one or more navigation histories.

24. (Currently Amended) A system for generating a web site, comprising:

an input for receiving data entry, at least a portion of the data entry designating an external data source of dynamic content data; and

a multi-purpose computing device adapted to perform the steps of:

determining one or more characteristics for each of one or more web site dimensions in accordance with the data entry;

defining at least one of the characteristics of at least one of the web site dimensions based upon the designated external data source;

generating a description of the web site based upon the one or more determined characteristics for each of the one or more web site dimensions, the description including a description of the designated external data source;

retrieving web site data, including pre-created industry content from the designated external data source, in accordance with the generated description of the web site;

generating a structure of the web site based upon the description of the web site;

generating one or more pages of the web site based upon the description of the web site and the retrieved web site data;

remotely executing an application that may or may not retrieve web site data such

that whether content is retrieved is a function of the remotely executed application;

~~previewing the one or more pages of the web site exactly as they would appear on~~

~~a client terminal;~~ and

presenting the generated web site.

25. (Currently Amended) A system for generating a web site, comprising:

means for receiving data entry;

means for determining one or more characteristics for each of one or more web site

dimensions in accordance with the data entry;

means for generating a description of the web site based upon the one or more

determined characteristics for each of the one or more web site dimensions;

means for retrieving web site data including pre-created industry content from an external

data source in accordance with the generated description of the web site;

means for generating a structure of the web site based upon the description of the web

site;

means for generating one or more pages of the web site based upon the description of the

web site and the retrieved web site data;

means for remotely executing an application that may or may not retrieve web site data

such that whether content is retrieved is a function of the remotely executed application;

~~means for previewing the one or more pages of the web site exactly as they would appear~~

~~on a client terminal;~~ and

means for presenting the generated web site.

26. (Currently Amended) A system for generating a web site, comprising:

means for receiving data entry, at least a portion of the data entry designating an external data source of dynamic content data;

means for determining one or more characteristics for each of one or more web site dimensions in accordance with the data entry;

means for defining at least one of the characteristics of at least one of the web site dimensions based upon the designated external data source;

means for generating a description of the web site based upon the one or more determined characteristics for each of the one or more web site dimensions, the description including a description of the designated external data source;

means for retrieving web site data, including pre-created industry content from the designated external data source, in accordance with the generated description of the web site;

means for generating a structure of the web site based upon the description of the web site;

means for generating one or more pages of the web site based upon the description of the web site and the retrieved web site data;

means for remotely executing an application that may or may not retrieve web site data such that whether content is retrieved is a function of the remotely executed application;

means for previewing the one or more pages of the web site exactly as they would appear on a client terminal; and

means for presenting the generated web site.

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27. (Currently Amended) A set of computer program instructions for generating a web site,

comprising:

an instruction for receiving data entry;

an instruction for determining one or more characteristics for each of one or more web

site dimensions in accordance with the data entry;

an instruction for generating a description of the web site based upon the one or more

determined characteristics for each of the one or more web site dimensions;

an instruction for retrieving web site data including pre-created industry content from an

external data source in accordance with the generated description of the web site;

an instruction for generating a structure of the web site based upon the description of the

web site;

an instruction for generating one or more pages of the web site based upon the

description of the web site and the retrieved web site data;

an instruction for remotely executing an application that may or may not retrieve web site

data such that whether content is retrieved is a function of the remotely executed application;

~~an instruction for previewing the one or more pages of the web site exactly as they would~~

~~appear on a client terminal;~~ and

an instruction for presenting the generated web site.

28. (Currently Amended) A set of computer program instructions for generating a web site,

comprising:

an instruction for receiving data entry, at least a portion of the data entry designating an

external data source of dynamic content data;

an instruction for determining one or more characteristics for each of one or more web site dimensions in accordance with the data entry;

an instruction for defining at least one of the characteristics of at least one of the web site dimensions based upon the designated external data source;

an instruction for generating a description of the web site based upon the one or more determined characteristics for each of the one or more web site dimensions, the description including a description of the designated external data source;

an instruction for retrieving web site data, including pre-created industry content from the designated external data source, in accordance with the generated description of the web site;

an instruction for generating a structure of the web site based upon the description of the web site;

an instruction for generating one or more pages of the web site based upon the description of the web site and the retrieved web site data;

an instruction step for remotely executing an application that may or may not retrieve web site data such that whether content is retrieved is a function of the remotely executed application;

~~an instruction for previewing the one or more pages of the web site exactly as they would appear on a client terminal;~~ and

an instruction for presenting the generated web site.